MESSAGE CONFIRMATION

DATE:10/17/94 TIME:08:35

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
10/17	08:34	00'32"	315 463 2045	G3-S	001	OK

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October 13, 1994

TO: NESA REGIONAL MANAGERS

RE: MERCHANDISING CHAIN HIT LIST
Cigarette Outlet Brand Impact Program (BIP)

In order that we may provide financial closure to the calendar year 1994, the **cut-off date of December 2, 1994** has been established for activities pertaining to the Merchandising Chain Hit List. As many of our chains are still in the negotiation phase, it is extremely important that this date be communicated to all affected RJR personnel within your region. While it is certainly not our intent to alter any positive chain negotiations, we must take measures to insure all spending related to this program is captured in the 1994 budget. There are no provisions or plans to extend the program into 1995. If exceptions should exist, please contact me at extension 1625. We will attempt to address on a case-by-case basis with Director, Jim Powers. I appreciate your ongoing feedback of the progress within your region and welcome your calls.

On a separate note, the Merchandising department is currently finalizing all details pertaining to the Cigarette Outlet Brand Impact Program (BIP). We have received all input from your regions as sent out in the initial mailing. We anticipate completion of all selling tools by early November and would like to meet with you and/or relevant members of your team prior to the retail implementation phase. I will be in touch with each of you to setup this meeting and plan a round-robin of NESA to minimize time spent away from retail trade. We will have the contract, color photos and field sales selling brochure complete with item #'s, and availability dates to discuss, as well as outside labor committed for "major" installations. The original menu of items sent to you has been enhanced with additional selections of in-store and outside presence pieces that we are sure will cause some real excitement with our people and target retailers. This may or may not affect your initial selection depending on the physical limitations of the target outlets. Prior to the meeting, we would appreciate your review of the initial selections, as the awning and large billboard installations are extremely expensive compared to other program alternatives and may limit our ability to fund in-store selections under the current scenario.

Please feel free to contact me should any questions arise. I look forward to working with you and your people on the Cigarette Outlet proposition.

Mike

M. L. Buckler

Bruce
Lets Discuss
Fay Drug.
Roger

f-mchl.doc
cc: G. T. Baroody
E. M. McAtee
J. E. Powers

51860 7660

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